

Message Text

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11
ORIGIN EUR-12

INFO OCT-01 ISO-00 EB-07 /020 R

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APPROVED BY EUR/EE:NGANDREWS
EB/OCA:RDAY

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R 180006Z DEC 75
FM SECSTATE WASHDC
TO AMEMBASSY BELGRADE
INFO AMCONSUL ZAGREB

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STADIS////////////////////////////////

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT:ZAGREB FAIR 1976

REF: STATE 295805, BELGRADE 6436

1. AS THE EMBASSY AND CONGEN REVIEW THE POSSIBLE THEMES
FOR THE 1976 ZAGREB FAIR, WE WOULD LIKE TO ASK YOU TO TAKE
THE FOLLOWING CONSIDERATIONS INTO ACCOUNT IN THINKING ABOUT
1976 AND FUTURE ZAGREB AFFAIRS.

2. WE (EUR AND EB) BELIEVE THAT THE LONG-TERM FUTURE OF
U.S. PARTICIPATION IN THE ZAGREB FAIR WILL DEPEND UPON
THE INTEREST WHICH U.S. EXHIBITORS WILL SHOW IN PARTICI-
PATING ON A COMMERCIAL BASIS. IN ORDER FOR COMMERCIAL
PARTICIPATION TO HAVE ANY CHANCE OF SUCCESS, WE BELIEVE
THAT EFFORTS TO RECRUIT PARTICIPANTS CAN NOT RPT NOT BE
LIMITED TO FIRMS WHICH HAVE DEFINITE AND OBVIOUS TIE-IN TO
THE THEME PRESENTED IN THE USIA EXHIBIT. IF ENERGY IS
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SELECTED, IT DOES NOT SEEM PRUDENT TO ATTEMPT TO RESTRICT

THE REMAINING SPACE IN THE PAVILLION TO ENERGY-RELATED FIRMS. ON THE CONTRARY, IN OUR VIEW, ANY FIRMS INTERESTED IN DOING BUSINESS IN AND WITH YUGOSLAVIA SHOULD BE VIEWED AS CANDIDATES FOR PARTICIPATION IN THE FAIR.

3. WHILE THE TWO SITUATIONS ARE NOT COMPLETELY ANALOGOUS, WE FACED A SOMEWHAT SIMILAR SITUATION IN POZNAN SEVERAL YEARS AGO. AT THAT TIME, USIA WITHDREW FROM PARTICIPATION IN THE SPRING FAIR AND EMBASSY WARSAW UNDERTOOK TO RECRUIT U.S. FIRMS FOR PARTICIPATION ON A COMMERCIAL BASIS. RECRUITMENT EFFORTS WERE NOT LIMITED TO A SINGLE LINE OF INDUSTRY. SINCE WE CHANGED OUR APPROACH, THE COMMERCIAL SUCCESS OF U.S. PARTICIPATION IN POZNAN HAS BEEN EVIDENT. DEMANDS FOR SPACE IN THE U.S. PAVILLION NOW EXCEED SPACE AVAILABILITY. WE WOULD LIKE TO BELIEVE THAT THE ZAGREB FAIR MAY OFFER SIMILAR POSSIBILITIES WHICH, WE RECOGNIZE, NEED TO BE TESTED. OUR RECOMMENDATION WOULD BE THAT EMBASSY/CONGEN MAKE EVERY EFFORT TO BROADEN THE RECRUITMENT EFFORT TO INCLUDE YUGOSLAV AGENTS OF U.S. FIRMS, AS WELL AS U.S. FIRMS, THEIR SUBSIDIARIES AND AGENTS WORKING THE YUGOSLAV MARKET FROM WESTERN EUROPE TO PARTICIPATE ON A SELF-LIQUIDATING BASIS IN THE U.S. PAVILLION. WE WOULD APPRECIATE EMBASSY/CONGEN VIEWS AS TO THE VIABILITY OF THIS TYPE OF COMMERCIAL PARTICIPATION APPROACH.

4. IT SEEMS TO US THAT 1976 IS A GOOD YEAR IN WHICH TO DETERMINE THE EXTENT OF U.S. COMMERCIAL INTEREST IN ZAGREB FAIR. THE PAVILLION RENTAL WILL STILL BE VERY REASONABLE, AND USIA -- REGARDLESS OF THE THEME OR THEMES SELECTED -- WILL BE IN THE PAVILLION WITH A MODERATELY LARGE-SCALE EXHIBIT. WHEN USIA REDUCES OR ELIMINATES ITS PARTICIPATION IN 1977; THE RISKS OF ATTEMPTING TO INITIATE COMMERCIAL PARTICIPATION WITHOUT THE CUSHION OF USIA SUPPORT WILL BE MUCH GREATER. FURTHERMORE, THE EMBASSY AND THE DEPARTMENT MIGHT FIND IT DIFFICULT TO MAKE A TIMELY COMMITMENT TO RENT SPACE IN 1977 WITHOUT ANY ADEQUATE NOTION OF THE EXTENT OF COMMERCIAL INTEREST WHICH WOULD BE PROVIDED BY EXPERIENCE GAINED DURING 1976.

5. WE BELIEVE WE SHOULD MAKE IT QUITE CLEAR THAT EMBASSY/ LIMITED OFFICIAL USE

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CONGEN SHOULD NOT RPT NOT COUNT ON DEPARTMENT OF COMMERCE TO DO ANY MAJOR RECRUITMENT FOR ZAGREB FAIR. IT DID NOT DO SO FOR POZNAN FAIR, AND IT HAS GIVEN NO RPT NO INDICATION OF BEING WILLING OR ABLE TO DO SO FOR ZAGREB FAIR. WE REALIZE THAT EMBASSY/CONGEN MAY HAVE CONSIDERED AND REJECTED POSSIBILITY OF RECRUITMENT OF COMMERCIAL PARTICIPANTS. HOWEVER, WE WANTED TO GIVE YOU OUR THINKING BEFORE YOU CRYSTALIZED YOUR VIEWS. KISSINGER

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Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 DEC 1975
Decaption Date: 28 MAY 2004
Decaption Note: 25 YEAR REVIEW
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE297715
Document Source: CORE
Document Unique ID: 00
Drafter: RACHRISTENSEN:DJW
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750439-0900
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751231/aaaabavg.tel
Line Count: 115
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: STADIS
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: STADIS
Reference: 75 STATE 295805, 75 BELGRADE 6436
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by izenbei0>; APPROVED <13 AUG 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AGREB FAIR 1976
TAGS: BEXP, YO
To: BELGRADE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006